IN THE CLAIMS

Please amend the claims as follows:

Claim 1 (Cancelled).

Claim 2 (Previously Presented): The method of claim 15, wherein said defining is performed at a single location that is remote from a location of the broadcast customer.

Claim 3 (Previously Presented): The method of claim 2, wherein said defining further comprises integrating the desired subset of stored information with images associated with the broadcast customer.

Claim 4 (Previously Presented): The method of claim 15, wherein said merchandising information comprises sports data and weather information.

Claim 5 (Previously Presented): The method of claim 4, wherein said merchandising information includes scores and schedules of contests within a marketing area of the broadcast customer.

Claim 6 (Previously Presented): The method of claim 4, wherein said merchandising information includes weather data from sites within a marketing area of the broadcast customer.

Claim 7 (Previously Presented): The method of claim 4, wherein said defining further comprises associating weather and sports information in the desired subset of stored

information with a game-time forecast of weather conditions at a specific game location.

Claim 8 (Previously Presented): The method of claim 15, wherein said defining is performed at a location that is remote from a location of the broadcast customer, and includes selecting a desired screen layout of the stored information to be included in the broadcast-ready data stream by the broadcast customer.

Claim 9 (Previously Presented): The method of claim 15, wherein said transmitting further comprises transmitting the broadcast-ready data stream to the broadcast customer upon a command of the broadcast customer.

Claim 10 (Previously Presented): The method of claim 15, wherein said defining further comprises integrating the desired subset of stored information with advertising material.

Claim 11 (Previously Presented): The method of claim 15, wherein each broadcast-ready data stream is different from another broadcast-ready data stream.

Claim 12 (Previously Presented): The method of claim 15, wherein said information includes proprietary information.

Claim 13 (Previously Presented): The method of claim 15, wherein to the broadcast-ready data stream is limited to only the broadcast customer by use of a password.

Claim 14 (Previously Presented): The method of claim 15, wherein said formatting further comprises formatting the stored information to produce a real time broadcast-ready data stream.

Claim 15 (Currently Amended): A method for merchandising information to a broadcast customer, said method comprising:

storing the merchandising information in a database;

receiving changed information;

automatically updating the stored information based on the received changed information;

defining a video layout based on a selection made by the broadcast customer, the ~~video layout~~ selection including a subset of the stored information and a screen <u>arrangement</u> ~~layout~~ of the <u>selected subset of</u> stored information;

formatting a broadcast-ready <u>video</u> data stream ~~including~~ <u>that includes</u> the subset of stored information ~~formatted~~ <u>such that the subset of stored information will be positioned on an output screen</u> according to the selected ~~video~~ <u>screen arrangement</u> ~~layout~~;

transmitting the broadcast-ready <u>video</u> data stream from a server to the broadcast customer;

receiving the broadcast-ready <u>video</u> data stream from the server; and

combining the received broadcast-ready <u>video</u> data stream with video content broadcast by the broadcast customer <u>such that the received broadcast-ready video data stream and the video content broadcast by the broadcast customer are simultaneously contained in a resulting video data stream</u>.

Claim 16 (Previously Presented): The method of claim 15, wherein the selection made by the broadcast customer is accomplished using an interactive dialog stored on the server.

Claim 17 (Previously Presented): The method of claim 15, wherein the defining further comprises defining a screen position in the video layout for the stored information.

Claim 18 (Previously Presented): The method of claim 17, wherein the defining further comprises defining a second screen position in the video layout for the stored information.

Claim 19 (New): The method of claim 15 further comprising:

displaying the resulting data stream in which the received broadcast-ready data stream and the video content broadcast by the broadcast customer are simultaneously displayed.